



Media Contact: David Reich 212 573-6000
david@nrsf.org

LEESBURG, VA TEEN WINS DRIVE SAFE D.C. PSA CHALLENGE

RIVERSIDE H.S. STUDENT WINS \$2,000, VISIT BY EMMY-WINNING DIRECTOR TO TURN HER IDEA ON DISTRACTED DRIVING INTO AD TO AIR ON 160 TV STATIONS

NEW YORK, Jan. 14, 2020 -- Gabriella David, a student at Riverside High School in Leesburg, VA, has been named winner of the third annual Drive Safe D.C. PSA Challenge, sponsored by The National Road Safety Foundation in conjunction with the Washington Auto Show, which runs from Jan 24 – Feb. 2.

The challenge invited teens from D.C., Virginia and Maryland to submit their ideas for a 30-second public service announcement that warns of the dangers of distracted driving. The National Highway Traffic Safety Administration estimates more than 3,300 people are killed every year due to distracted driving, and tens of thousands more are injured. Texting and cell phone use get the most attention, but drivers can be distracted many other things including use of other mobile devices like GPS, adjusting sound system controls, eating and talking with passengers.

Gabriella, 15, will receive \$2,000 and an Emmy Award-winning director will come to her school to make her idea into a finished TV public service announcement that will debut at the Washington Auto Show on Jan. 23 before airing on more than 160 TV stations nationwide.

Rikki Kerns, 18, from James Woods High School in Winchester, VA, was named runner-up and will receive a \$1,000 prize. She is a member of the school's FCCLA (Family, Career and Community Leaders of America) Chapter.

"Young people can help change behavior by spreading the message to their peers and their communities about the dangers of distracted driving," said Michelle Anderson of The National Road Safety Foundation, a non-profit that promotes safe driving behavior. "We think Gabriella's message will help make people think about their behavior when they get behind the wheel."

The National Road Safety Foundation, Inc. (NRSF) is a 501 (c)(3) non-profit organization that for 55 years has been dedicated to reducing crashes, deaths and injuries on our nation's highways by promoting safe driving habits through greater public awareness.

NRSF produces educational programs for broadcast and for use in safety, educational and enforcement programs by police, teachers, traffic safety agencies, healthcare professionals, youth advocacy groups and other grass-roots related agencies, as well as federal, state and local government agencies. NRSF programs, which are free, address distracted driving, speed and aggression, impaired driving, drowsy driving, driver proficiency and pedestrian safety. The Foundation works with youth advocacy groups and sponsors contests to engage teens in promoting safe driving to their peers and in their communities. For information or to download free programs, visit www.nrsf.org or www.teenlane.org.

ABOUT THE WASHINGTON AUTO SHOW

The 2020 Washington Auto Show, Jan. 24 – Feb. 2, is one of the five top auto shows in the nation and is the largest indoor consumer event in the District of Columbia. It is preceded by two show-sponsored industry events, Public Policy Days and the MobilityTalks International Conference. The show takes place in the Walter E. Washington Convention Center. Along with the engineering prowess on display among the more than 600 new models from over 35 manufacturers, the 2020 show will feature VIP tours led by award-winning automotive writers and a special exhibit area for live painting of “art” cars. As a bonus, there will be onsite visits from celebrities and sports personalities.

For more information on The Washington Auto Show visit: www.washingtonautoshow.com

* * *